

We are in the wholesale business and distribute products to many small independent retailers. We try to communicate with them in a manner that is most convenient for them. When working with a customers, our retail customers cannot be on the phone. Some of our smallest customers have fax machines, not email. The rule that would require written permission from a retail customer for us to send a fax will disadvantage our smallest customers. We have never had a customer complain to us that they do not want to receive a fax advising of special prices or new products. We have had customers complain when we mail out information and it takes a day or two longer to get to them than to customers who are physically closer to us. One advantage of a fax is that all our customers get the information at or about the same time. The rule should be vacated for business to business faxes. Sincerely, Amy Hinderer